

DUPLICATE INVOICE



WPBF
3970 RCA Boulevard
Suite 7007
Palm Beach Gardens, FL 33410
Main: (561)694-2525
Billing: (407)389-7661

www.thewpbfchannel.com

Billing Address:

McLaughlin & Associates
Attention: Accounts Payable
566 S. Route 303
Blauvelt, NY 10913

Send Payment To:

WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

Invoice #	Invoice Date	Invoice Month	Invoice Period
965704-1	11/11/12	November 2012	10/29/12 - 11/05/12

Station	Account Executive	Sales Office	Sales Region
WPBF	Mica Hansen	HRP -Washington	National

Advertiser	Product	Estimate Number
RPOF/3PAC/Bogdanoff	RPOF 3PACK-Bogdanoff	

Flight Dates	Order #	Alt Order #
10/29/12 - 11/05/12	965704	06385420

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	11/05/12	11/05/12	WPBF News 25 Mornings6-7AM		1-----	:30	1	\$550.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	1-----	1	\$550.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	11/05/12	6:09 AM	WPBF News 25 Mornings	6-7AM	:30	MS3TV-12-007HD	\$550.00 NM
2	10/30/12	11/01/12	WPBF News 25 Mornings6-7AM		-T-T---	:30	2	\$550.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-T-T---	2	\$550.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	10/30/12	6:08 AM	WPBF News 25 Mornings	6-7AM	:30	MS3TV-12-006HD	\$550.00 NM
2	WPBF	Th	11/01/12	6:39 AM	WPBF News 25 Mornings	6-7AM	:30	MS3TV-12-007HD	\$550.00 NM
3	11/05/12	11/05/12	Good Morning America	7-9AM	1-----	:30	1	\$550.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	1-----	1	\$550.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	11/05/12	7:29 AM	Good Morning America	7-9AM	:30	MS3TV-12-007HD	\$550.00 NM
4	10/29/12	11/02/12	Good Morning America	7-9AM	MTWTF--	:30	5	\$550.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	MTWTF--	5	\$550.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	M	10/29/12	8:59 AM	Good Morning America	7-9AM	:30	MS3TV-12-004HD	\$550.00 NM
4	WPBF	Tu	10/30/12	8:30 AM	Good Morning America	7-9AM	:30	MS3TV-12-006HD	\$550.00 NM
3	WPBF	W	10/31/12	7:59 AM	Good Morning America	7-9AM	:30	MS3TV-12-007HD	\$550.00 NM
1	WPBF	Th	11/01/12	8:59 AM	Good Morning America	7-9AM	:30	MS3TV-12-007HD	\$550.00 NM
5	WPBF	F	11/02/12	7:25 AM	Good Morning America	7-9AM	:30	MS3TV-12-007HD	\$550.00 NM
5	10/29/12	10/31/12	Dr. Oz M-F 9-10a	9-10a	M-W----	:30	2	\$450.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	M-W----	2	\$450.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/29/12	9:59 AM	Dr. Oz M-F 9-10a	9-10a	:30	MS3TV-12-005HD	\$450.00 NM
2	WPBF	W	10/31/12	9:39 AM	Dr. Oz M-F 9-10a	9-10a	:30	MS3TV-12-007HD	\$450.00 NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers
 We warrant that the actual broadcast information shown on this invoice was taken from the program log



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965704-1	11/11/12	November 2012	10/29/12 - 11/05/12
Advertiser	Product	Estimate Number	
RPOF/3PAC/Bogdanoff	RPOF 3PACK-Bogdanoff		

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	10/29/12	10/31/12	Dr. Oz M-F 9-10a Class of Time - Fixed Non Pre-emptible	9-10a	M-W----	:30	2	\$450.00	NM
6	10/30/12	11/01/12	WPBF News 25 @ Noon 12pm-1230pm Class of Time - Fixed Non Pre-emptible	12pm-1230pm	-T-T---	:30	2	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -T-T--- 2 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WPBF Tu 10/30/12 12:22 PM WPBF News 25 @ Noon 12pm-1230pm :30 MS3TV-12-006HD \$350.00 NM 1 WPBF Th 11/01/12 12:13 PM WPBF News 25 @ Noon 12pm-1230pm :30 MS3TV-12-007HD \$350.00 NM									
7	10/29/12	11/02/12	Dr. Oz Class of Time - Fixed Non Pre-emptible	4-5p	M---F--	:30	2	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 M---F-- 2 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF M 10/29/12 4:37 PM Dr. Oz 4-5p :30 MS3TV-12-004HD \$1,000.00 NM 2 WPBF F 11/02/12 4:29 PM Dr. Oz 4-5p :30 MS3TV-12-007HD \$1,000.00 NM									
8	11/05/12	11/05/12	M-F 5pm News Class of Time - Fixed Non Pre-emptible	5-6pm	1-----	:30	1	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 1----- 1 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF M 11/05/12 5:28 PM M-F 5pm News 5-6pm :30 MS3TV-12-007HD \$900.00 NM									
9	10/29/12	10/31/12	M-F 5pm News Class of Time - Fixed Non Pre-emptible	5-6pm	MTW----	:30	3	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 MTW---- 3 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF M 10/29/12 5:42 PM M-F 5pm News 5-6pm :30 MS3TV-12-005HD \$900.00 NM 3 WPBF Tu 10/30/12 5:56 PM M-F 5pm News 5-6pm :30 MS3TV-12-006HD \$900.00 NM 2 WPBF W 10/31/12 5:28 PM M-F 5pm News 5-6pm :30 MS3TV-12-007HD \$900.00 NM									
10	11/01/12	11/02/12	WPBF News 25 @ 6:00P 6-6:30PM Class of Time - Fixed Non Pre-emptible	6-6:30PM	---TF--	:30	2	\$1,050.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ---TF-- 2 \$1,050.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WPBF Th 11/01/12 6:21 PM WPBF News 25 @ 6:00PM 6-6:30PM :30 MS3TV-12-007HD \$1,050.00 NM 1 WPBF F 11/02/12 6:19 PM WPBF News 25 @ 6:00PM 6-6:30PM :30 MS3TV-12-007HD \$1,050.00 NM									
11	10/29/12	10/29/12	Wheel Of Fortune Class of Time - Fixed Non Pre-emptible	7-7:30PM	1-----	:30	1	\$1,600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 1----- 1 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF W 10/31/12 6:59 PM Wheel Of Fortune 7-7:30PM :30 MS3TV-12-007HD \$1,600.00 NM									
12	10/31/12	10/31/12	Jeopardy Class of Time - Fixed Non Pre-emptible	7:30-8PM	--1----	:30	1	\$1,700.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 --1---- 1 \$1,700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF W 10/31/12 7:41 PM Jeopardy 7:30-8PM :30 MS3TV-12-007HD \$1,700.00 NM									
13	10/29/12	11/02/12	M-SUN WPBF News 25 @ 11-11:35PM Class of Time - Fixed Non Pre-emptible	11-11:35PM	M-W-F--	:30	3	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									



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Invoice #	Invoice Date	Invoice Month	Invoice Period
965704-1	11/11/12	November 2012	10/29/12 - 11/05/12
Advertiser	Product	Estimate Number	
RPOF/3PAC/Bogdanoff	RPOF 3PACK-Bogdanoff		

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
13	10/29/12	11/02/12	M-SUN WPBF News 25 @ 11-11:35PM		M-W-F--	:30	3	\$1,000.00	NM
	Class of Time - Fixed Non Pre-emptible								
	10/29/12	11/04/12	M-W-F--				3	\$1,000.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/29/12	11:30 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	MS3TV-12-005HD	\$1,000.00 NM
2	WPBF	W	10/31/12	11:26 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	MS3TV-12-007HD	\$1,000.00 NM
3	WPBF	F	11/02/12		M-SUN WPBF News 25 @ 11PM	11-11:35PM	:00		\$1,000.00 NM
	Credited								
14	10/29/12	10/29/12	Nightline	11:35-12:05AM	1-----	:30	1	\$700.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/29/12	11/04/12	1-----	1	\$700.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/29/12	11:48 PM	Nightline	11:35-12:05AM	:30	MS3TV-12-004HD	\$700.00 NM
15	11/05/12	11/05/12	DWTS	8-10P	1-----	:30	1	\$4,500.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	11/05/12	11/11/12	1-----	1	\$4,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	11/05/12		DWTS	8-10P	:00		\$4,500.00 NM
	Credited								
16	10/29/12	10/29/12	DWTS	8-10P	1-----	:30	1	\$4,500.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/29/12	11/04/12	1-----	1	\$4,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/29/12	7:59 PM	DWTS	8-10P	:30	MS3TV-12-004HD	\$4,500.00 NM
17	11/03/12	11/03/12	Sat 8-9am News	Sat 8-9am	-----1-	:30	1	\$450.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/29/12	11/04/12	-----1-	1	\$450.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	11/03/12	8:44 AM	Sat 8-9am News	Sat 8-9am	:30	MS3TV-12-007HD	\$450.00 NM
18	11/03/12	11/03/12	Sat 7pm News	7-730pm	-----1-	:30	1	\$800.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/29/12	11/04/12	-----1-	1	\$800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	11/03/12	7:50 PM	Sat 7pm News	7-730pm	:30	MS3TV-12-007HD	\$800.00 NM
	LR - Football								
19	11/04/12	11/04/12	Sun 8-9am News	Sun 8-9am	-----1	:30	1	\$450.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/29/12	11/04/12	-----1	1	\$450.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	11/04/12	8:22 AM	Sun 8-9am News	Sun 8-9am	:30	MS3TV-12-007HD	\$450.00 NM
20	11/04/12	11/04/12	Sun 630pm News	630-7pm	-----1	:30	1	\$800.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/29/12	11/04/12	-----1	1	\$800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	11/04/12	6:29 PM	Sun 630pm News	630-7pm	:30	MS3TV-12-007HD	\$800.00 NM



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Advertiser	Product	Estimate Number
RPOF/3PAC/Bogdanoff	RPOF 3PACK-Bogdanoff	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
21	11/04/12	11/04/12	M-SUN WPBF News 25 @ 11-11:35PM		-----S	:30	1	\$1,000.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-----S	1	\$1,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	11/04/12	11:33 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	MS3TV-12-007HD	\$1,000.00 NM
22	11/04/12	11/04/12	Sun ABC Prime C	9-10PM	-----S	:30	1	\$4,350.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-----S	1	\$4,350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	11/04/12	9:21 PM	Sun ABC Prime C	9-10PM	:30	MS3TV-12-007HD	\$4,350.00 NM
23	11/04/12	11/04/12	Sun 5-6am News	Sun 5-6am	-----S	:30	1	\$100.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-----S	1	\$100.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	11/04/12	5:39 AM	Sun 5-6am News	Sun 5-6am	:30	MS3TV-12-007HD	\$100.00 NM
24	11/04/12	11/04/12	PRIVATE PRACTICE WK12-1x		-----S	:30	1	\$50.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-----S	1	\$50.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	11/04/12	12:20 AM	PRIVATE PRACTICE WKNDLF '12-1x		:30	MS3TV-12-007HD	\$50.00 NM
Total Spots							35		

Payment Terms 30 Days

<u>Gross Total</u>	\$32,750.00
<u>Agency Commission</u>	\$4,912.50
<u>Net Amount Due</u>	\$27,837.50